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09/753,444	01/03/2001	Fred J. Zustak	SNY-P4144	3536

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EXAMINER

LAMBRECHT, CHRISTOPHER M

ART UNIT	PAPER NUMBER
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2611

DATE MAILED: 05/05/2005

Please find below and/or attached an Office communication concerning this application or proceeding.

Office Action Summary	Application No. 09/753,444	Applicant(s) ZUSTAK ET AL.	
	Examiner Christopher M. Lambrecht	Art Unit 2611	

-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address --
Period for Reply

A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE 3 MONTH(S) FROM THE MAILING DATE OF THIS COMMUNICATION.

- Extensions of time may be available under the provisions of 37 CFR 1.136(a). In no event, however, may a reply be timely filed after SIX (6) MONTHS from the mailing date of this communication.
- If the period for reply specified above is less than thirty (30) days, a reply within the statutory minimum of thirty (30) days will be considered timely.
- If NO period for reply is specified above, the maximum statutory period will apply and will expire SIX (6) MONTHS from the mailing date of this communication.
- Failure to reply within the set or extended period for reply will, by statute, cause the application to become ABANDONED (35 U.S.C. § 133). Any reply received by the Office later than three months after the mailing date of this communication, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

Status

- 1) ☒ Responsive to communication(s) filed on 12 November 2004.
- 2a) ☐ This action is FINAL. 2b) ☒ This action is non-final.
- 3) ☐ Since this application is in condition for allowance except for formal matters, prosecution as to the merits is closed in accordance with the practice under *Ex parte Quayle*, 1935 C.D. 11, 453 O.G. 213.

Disposition of Claims

- 4) ☒ Claim(s) 1-41 is/are pending in the application.
- 4a) Of the above claim(s) _____ is/are withdrawn from consideration.
- 5) ☐ Claim(s) _____ is/are allowed.
- 6) ☒ Claim(s) 1-41 is/are rejected.
- 7) ☐ Claim(s) _____ is/are objected to.
- 8) ☐ Claim(s) _____ are subject to restriction and/or election requirement.

Application Papers

- 9) ☐ The specification is objected to by the Examiner.
- 10) ☐ The drawing(s) filed on _____ is/are: a) ☐ accepted or b) ☐ objected to by the Examiner.
Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).
Replacement drawing sheet(s) including the correction is required if the drawing(s) is objected to. See 37 CFR 1.121(d).
- 11) ☐ The oath or declaration is objected to by the Examiner. Note the attached Office Action or form PTO-152.

Priority under 35 U.S.C. § 119

- 12) ☐ Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).
- a) ☐ All b) ☐ Some * c) ☐ None of:
1. ☐ Certified copies of the priority documents have been received.
2. ☐ Certified copies of the priority documents have been received in Application No. _____.
3. ☐ Copies of the certified copies of the priority documents have been received in this National Stage application from the International Bureau (PCT Rule 17.2(a)).

* See the attached detailed Office action for a list of the certified copies not received.

Attachment(s)

- | | |
|--|---|
| 1) <input checked="" type="checkbox"/> Notice of References Cited (PTO-892) | 4) <input type="checkbox"/> Interview Summary (PTO-413)
Paper No(s)/Mail Date. _____ |
| 2) <input type="checkbox"/> Notice of Draftsperson's Patent Drawing Review (PTO-948) | 5) <input type="checkbox"/> Notice of Informal Patent Application (PTO-152) |
| 3) <input type="checkbox"/> Information Disclosure Statement(s) (PTO-1449 or PTO/SB/08)
Paper No(s)/Mail Date _____ | 6) <input type="checkbox"/> Other: _____ |

DETAILED ACTION

Response to Arguments

1. Applicant's arguments with respect to claims 1-41 have been considered but are moot in view of the new ground(s) of rejection.

Claim Objections

2. Claim 19 is objected to because of the following informalities: At line 9 of claim 19, --of-- should be inserted between "plurality" (first occurrence) and "submissions". Appropriate correction is required.

Claim Rejections - 35 USC § 103

3. The following is a quotation of 35 U.S.C. 103(a) which forms the basis for all obviousness rejections set forth in this Office action:

(a) A patent may not be obtained though the invention is not identically disclosed or described as set forth in section 102 of this title, if the differences between the subject matter sought to be patented and the prior art are such that the subject matter as a whole would have been obvious at the time the invention was made to a person having ordinary skill in the art to which said subject matter pertains. Patentability shall not be negated by the manner in which the invention was made.

4. Claims 1, 5-9, 13-19, 22-25, 29-33, 35, & 39-41 are rejected under 35 U.S.C. 103(a) as being unpatentable over U.S. Patent No. 5,805,155 to Allibhoy et al. (hereinafter "Allibhoy") in view of Schena (of record).

Regarding claim 1, Allibhoy discloses a television set-top box [12] (fig. 1) comprising:

a tuner [22] (fig. 2) for receiving signals representing television programming and delivering the signals representing television programming to a display interface [14] (fig. 1);

a central processor [30] (fig. 2);

an input device [36] (fig. 2), operatively coupled to the central processor [30] for receiving product identifying information (col. 5, ll. 55-61);

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program means (col. 5, ll. 1-4), running on the central processor [30], for receiving said product identifying information from the input device [36];

a communication device [22-28] (fig. 2), operatively coupled to the central processor [30] suitable for sending and receiving data (col. 4, ll. 56-65) over a communication medium [13] (figs. 1 & 2);

wherein the program means communicates with the communication device [22-28] to send information obtained from the input device [36] to a server [45] (fig. 3) residing at a television service provider headend [11] (figs. 1 & 3; misnumbered 12 in fig. 1) (col. 5, ll. 55-65); and

wherein the television service provider associates the product with a plurality of vendors (col. 4, ll. 40-45 & col. 6, ll. 1-10), receives data from the vendors associated with the product (col. 6, ll. 48-65) and sends the data associated with the product to the communication device [22-28] (col. 6, ll. 11-15).

Allibhoy fails to disclose the input device comprises a bar code reader; and registering the product with a plurality of vendors subscribing to a product registration service provided by the television service provider.

In an analogous art, Schena discloses an input device [100] (fig. 1) comprising a bar code reader (col. 3, ll. 57-63) for the purpose of facilitating the linking users of printed media to multimedia information (col. 1, ll. 50-58); and registering the product with a plurality of vendors subscribing to a product registration service provided by the television service provider (col. 5, l. 63 - col. 6, l. 4) for the purpose of providing users with user interest information regarding competing products (col. 6, ll. 1-4).

Accordingly, it would have been obvious to one of ordinary skill in the art at the time the invention was made to modify the system of Allibhoy to include an input device comprising a bar code reader; and registering the product with a plurality of vendors subscribing to a product registration service provided by the television service provider for the purpose of facilitating the linking users of printed

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media to multimedia information and providing users with user interest information regarding competing products.

Regarding claims 5 and 6, Allibhoy and Schena together disclose the apparatus according to claim 1, wherein the data received from the service provider comprises offers for products or services and uses associated with the bar code (Schena, col. 10, ll. 50-63).

Regarding claim 7, Allibhoy discloses a method of obtaining quotes (where a quote constitutes specific information relating to a product), comprising:

at a set-top box [12] (fig. 1), submitting a request for quote (RFQ) (col. 12, ll. 43-50) to a television service provider headend [11] (fig. 1; misnumbered 12 in fig. 1) (col. 5, ll. 54-65), the television service provider headend having a quote server [45] (fig. 3, col. 5, ll. 42-53);

at the service provider headend quote server [45], correlating the RFQ with a plurality of vendors (col. 4, ll. 40-45 & col. 6, ll. 1-10);

at the service provider headend quote server [45], receiving a plurality of quotes from vendors (col. 6, ll. 48-65); and

at the service provider headend quote server [45], forwarding the quotes to the set-top box [12] for communication to a subscriber (col. 6, ll. 11-15).

Allibhoy fails to disclose resubmitting the RFQ to the plurality of vendors.

In an analogous art, Schena discloses resubmitting a request for quote to a plurality of vendors (col. 5, l. 63 - col. 6, l. 4), for the purpose of providing users with user interest information regarding competing products (col. 6, ll. 1-4).

Accordingly, it would have been obvious to one of ordinary skill in the art at the time the invention was made to modify the system of Allibhoy to include resubmitting the RFQ to the plurality of

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vendors, as taught by Schena, for the purpose of providing users with user interest information regarding competing products.

Regarding claim 8, Allibhoy and Schena together disclose the method according to claim 7, further comprising, at the set-top box sending a message to the service provider to accept a quote from one of the plurality of vendors (col. 10, ll. 12-33).

Regarding claim 9, Allibhoy and Schena together disclose the method of claim 8, further comprising at the service provider, notifying the one of the plurality of vendors of the acceptance of the quote (i.e., by distributing payment thereto, col. 10, ll. 22-33). Allibhoy and Schena fail to disclose notifying the vendor of the identity of the subscriber.

Official notice is taken of the fact that it is well known in the art to identify a buyer to a seller for the purpose of providing the seller with, e.g., a an address to which a product is to be shipped.

Accordingly, it would have been obvious to one of ordinary skill in the art at the time the invention was made to modify the method of Allibhoy and Schena to include notifying the vendor of the identity of the subscriber, for the purpose of enabling delivery of a purchased product to the subscriber.

Regarding claim 13, Allibhoy and Schena together disclose the method according to claim 7, but fail to explicitly disclose charging a subscription fee to the subscriber to permit submission of the RFQ.

Official notice is taken of the fact that it is well known in the art to charge a subscriber of a television service provider a subscription fee for premium and/or interactive services, for the purpose of generating additional revenue.

Accordingly, it would have been obvious to one of ordinary skill in the art at the time the invention was made to modify the method of Allibhoy and Schena to include charging a subscription fee to the subscriber to permit submission of the RFQ, for the purpose of generating additional revenue.

Regarding claim 14, Allibhoy and Schena together disclose the method according to claim 7, but fail to explicitly disclose charging a per user fee to the subscriber to permit submission of the RFQ.

Official notice is taken of the fact that it is well known in the art to charge a subscriber of a television service provider a per use fee for premium and/or interactive services, for the purpose of generating additional revenue.

Accordingly, it would have been obvious to one of ordinary skill in the art at the time the invention was made to modify the method of Allibhoy and Schena to include charging a per use fee to the subscriber to permit submission of the RFQ, for the purpose of generating additional revenue.

Regarding claim 15, Allibhoy and Schena together disclose the method according to claim 7, but fail to explicitly disclose charging a subscription fee to the vendor to receive the RFQ.

Official notice is taken of the fact that it is well known in the art to charge a vendor participating in an electronic marketing system a subscription fee for access to subscribers, for the purpose of generating additional revenue.

Accordingly, it would have been obvious to one of ordinary skill in the art at the time the invention was made to modify the method of Allibhoy and Schena to include charging a subscription fee to the vendor to receive the RFQ, for the purpose of generating additional revenue.

Regarding claim 16, Allibhoy and Schena together disclose the method according to claim 7, but fail to explicitly disclose charging a per use fee to the vendor to receive the RFQ.

Official notice is taken of the fact that it is well known in the art to charge a vendor participating in an electronic marketing system a per use fee for access to subscribers, for the purpose of generating additional revenue.

Accordingly, it would have been obvious to one of ordinary skill in the art at the time the invention was made to modify the method of Allibhoy and Schena to include charging a per use fee to the vendor to receive the RFQ, for the purpose of generating additional revenue.

Regarding claims 17 and 18, Allibhoy and Schena together disclose the method according to claim 8, further comprising charging a fee to the vendor and the subscriber as a result of receiving acceptance (Schena, col. 10, ll. 25-30).

Regarding claim 19, Allibhoy discloses a method of registering a product, comprising:

at a set-top box [12] (fig. 1), submitting product registration data to a television service provider [11] (misnumbered 12 in fig. 1) (col. 5, ll. 54-65);

at the television service provider [11], entering the product registration data into a database [19] (fig. 3, col. 6, ll. 1-4);

at the television service provider [11], matching the product registration data to a plurality of vendor registrations submitted by a plurality of vendors (col. 4, ll. 40-45 & col. 6, ll. 1-10);

at the television service provider [11], receiving a plurality of submissions from the plurality of matching vendors (col. 6, ll. 48-65);

forwarding the submissions to the set-top box [12] for communication to a subscriber (col. 6, ll. 11-15).

Allibhoy fails to disclose sending the product registration data to a plurality of vendors.

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In an analogous art, Schena discloses sending product registration data to a plurality of vendors (col. 5, l. 63 - col. 6, l. 4), for the purpose of providing users with user interest information regarding competing products (col. 6, ll. 1-4).

Accordingly, it would have been obvious to one of ordinary skill in the art at the time the invention was made to modify the system of Allibhoy to include sending the product registration data to a plurality of vendors, as taught by Schena, for the purpose of providing users with user interest information regarding competing products.

Regarding claims 22 and 23, Allibhoy and Schena together disclose the method according to claim 19, further comprising charging a fee to the vendors for submitting and forwarding vendor registrations (Schena, col. 9, ll. 50-60).

Regarding claim 24, Allibhoy and Schena together disclose the method according to claim 19, but fail to explicitly disclose charging a fee to the subscriber for submitting product registration data.

Official notice is taken of the fact that it is well known in the art to charge a subscriber of a television service provider a fee for premium and/or interactive services, for the purpose of generating additional revenue.

Accordingly, it would have been obvious to one of ordinary skill in the art at the time the invention was made to modify the method of Allibhoy and Schena to include charging a fee to the subscriber to permit submission of the RFQ, for the purpose of generating additional revenue.

Regarding claim 25, Allibhoy and Schena together disclose the method according to claim 19, but fail to explicitly disclose charging a subscription fee to the subscriber to allow submission of product registration data.

Official notice is taken of the fact that it is well known in the art to charge a subscriber of a television service provider a subscription fee for premium and/or interactive services, for the purpose of generating additional revenue.

Accordingly, it would have been obvious to one of ordinary skill in the art at the time the invention was made to modify the method of Allibhoy and Schena to include charging a subscription fee to the subscriber to allow submission of product registration data, for the purpose of generating additional revenue.

Regarding claim 29, Allibhoy discloses a method of obtaining information, comprising:

at a set-top box [12] (fig. 1), submitting a request for information to a television service provider headend [11] (misnumbered 12 in fig. 1) (col. 5, ll. 54-65);

at the television service provider headend [11], receiving the request for information, entering the product information into a database [19] residing on a server at the television service provider headend [11] (col. 6, ll. 1-4), and matching the request for information with a plurality of vendor submissions (col. 4, ll. 40-45 & col. 6, ll. 1-10);

at the service provider headend [11], receiving a plurality of submissions from the plurality of vendors (col. 6, ll. 48-65); and

at the television service provider headend [11], sending the plurality of vendor submissions to the set-top box [12] for communication to a subscriber (col. 6, ll. 11-15).

Allibhoy fails to disclose sending the product registration data to a plurality of matching vendors.

In an analogous art, Schena discloses sending product registration data to a plurality of matching vendors (col. 5, l. 63 - col. 6, l. 4), for the purpose of providing users with user interest information regarding competing products (col. 6, ll. 1-4).

Accordingly, it would have been obvious to one of ordinary skill in the art at the time the invention was made to modify the system of Allibhoy to include sending the product registration data to a plurality of matching vendors, as taught by Schena, for the purpose of providing users with user interest information regarding competing products.

Regarding claims 30 and 31, Allibhoy and Schena together disclose the method according to claim 29, further comprising charging a fee to the vendors for submitting and sending vendor registrations (Schena, col. 9, ll. 50-60).

Regarding claim 32, Allibhoy and Schena together disclose the method according to claim 29, but fail to explicitly disclose charging a fee to the subscriber for submitting product registration data.

Official notice is taken of the fact that it is well known in the art to charge a subscriber of a television service provider a fee for premium and/or interactive services, for the purpose of generating additional revenue.

Accordingly, it would have been obvious to one of ordinary skill in the art at the time the invention was made to modify the method of Allibhoy and Schena to include charging a fee to the subscriber to permit submission of the RFQ, for the purpose of generating additional revenue.

Regarding claim 33, Allibhoy and Schena together disclose the method according to claim 29, but fail to explicitly disclose charging a subscription fee to the subscriber to allow submission of product registration data.

Official notice is taken of the fact that it is well known in the art to charge a subscriber of a television service provider a subscription fee for premium and/or interactive services, for the purpose of generating additional revenue.

Accordingly, it would have been obvious to one of ordinary skill in the art at the time the invention was made to modify the method of Allibhoy and Schena to include charging a subscription fee to the subscriber to allow submission of product registration data, for the purpose of generating additional revenue.

Regarding claim 35, Allibhoy discloses a television set-top box [12] (fig. 1) comprising:

- a tuner [22] (fig. 2) for receiving signals representing television programming and delivering the signals representing television programming to a display interface [14] (fig. 1);
- a central processor [30] (fig. 2);
- an input device [36] (fig. 2), operatively coupled to the central processor [30] for receiving a product identifier (col. 5, ll. 55-61);
- program means (col. 5, ll. 1-4), running on the central processor [30], for receiving said product identifier from the input device [36];
- a communication device [22-28] (fig. 2), operatively coupled to the central processor [30] suitable for sending and receiving data (col. 4, ll. 56-65) over a communication medium [13] (figs. 1 & 2);

wherein the program means communicates with the communication device [22-28] to send information obtained from the input device [36] to a server [45] (fig. 3) residing at a television service provider headend [11] (figs. 1 & 3; misnumbered 12 in fig. 1) (col. 5, ll. 55-65); and

wherein the television service provider associates the product with a plurality of vendors (col. 4, ll. 40-45 & col. 6, ll. 1-10), receives data from the vendors associated with the product (col. 6, ll. 48-65) and sends the data associated with the product to the communication device [22-28] (col. 6, ll. 11-15).

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Allibhoy fails to disclose the input device comprises a product identification reader; and registering the product with a plurality of vendors subscribing to a product registration service provided by the television service provider.

In an analogous art, Schena discloses an input device [100] (fig. 1) comprising a product identification reader (col. 3, ll. 57-63) for the purpose of facilitating the linking users of printed media to multimedia information (col. 1, ll. 50-58); and registering the product with a plurality of vendors subscribing to a product registration service provided by the television service provider (col. 5, l. 63 - col. 6, l. 4) for the purpose of providing users with user interest information regarding competing products (col. 6, ll. 1-4).

Accordingly, it would have been obvious to one of ordinary skill in the art at the time the invention was made to modify the system of Allibhoy to include an input device comprising a product identification reader; and registering the product with a plurality of vendors subscribing to a product registration service provided by the television service provider for the purpose of facilitating the linking users of printed media to multimedia information and providing users with user interest information regarding competing products.

Regarding claims 39 and 40, Allibhoy and Schena together disclose the apparatus according to claim 35, wherein the data received from the service provider comprises offers for products or services and uses associated with the bar code (Schena, col. 10, ll. 50-63).

Regarding claim 41, Allibhoy and Schena together disclose the apparatus according to claim 35, wherein the product identification reader comprises a bar code reader, and wherein the product identifier comprises a bar code (Schena, col. 3, l. 57 - col. 4, l. 6).

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5. **Claims 2-4, 12, 20, and 36-38** are rejected under 35 U.S.C. 103(a) as being unpatentable over Allibhoy and Schena as applied to claim 1 above, and further in view of Sirbu (of record).

Regarding **claims 2, 20, and 36**, Allibhoy and Schena together disclose the subject matter of claims 1, 19, and 35, but fail to disclose the television service provider provides an alias address to the vendors, wherein the alias address is associated with the set-top box.

In an analogous art, Sirbu discloses in an electronic commerce system, identifying customer computers to vendors as an alias (pseudonym, col. 8, ll. 51-57, and col. 13, l. 61 – col. 14, l. 29), wherein the alias address is associated with the customer compute [10] (fig. 1) (where associating an alias with a user of customer computer 10 inherently associates an alias with the address of customer computer 10), for the purpose of permitting the customer to disguise their identity (col. 13, ll. 62-67).

Consequently, it would have been obvious to one of ordinary skill in the art at the time the invention was made to modify the television service provider of Allibhoy and Schena to provide an alias address to the vendors, wherein the alias address is associated with the set-top box, as taught by Sirbu, for the purpose of permitting the customer to disguise their identity.

Regarding **claims 3 and 37**, Allibhoy, Schena, and Sirbu together disclose the subject matter of claims 2 and 36, further comprising means for receiving messages (Sirbu, col. 9, ll. 1-10) addressed to the alias address (col. 13, l. 61 - col. 14, l. 29).

Regarding **claims 4 and 38**, Allibhoy, Schena, and Sirbu together disclose the subject matter of claims 3 and 37, but fail to explicitly disclose means for rejection messages directed to the alias address.

Official notice is taken of the fact that it is well known in the art to block or reject inappropriate or otherwise undesirable messages directed to an electronic address (e.g., an e-mail address), for the purpose of protecting recipients from undesirable content.

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Accordingly, it would have been obvious to one of ordinary skill in the art at the time the invention was made to modify the system of Allibhoy, Schena, and Sirbu to include means for rejection messages directed to the alias address, for the purpose of protecting recipients from undesirable content.

Regarding claim 12, Allibhoy and Schena together disclose the method of claim 7, but fail to disclose the subscriber is identified to vendors at the time of submission of the RFQ only by an RFQ identifier.

In an analogous art, Sirbu discloses in a quotation system, the subscriber is identified to vendors at the time of submission of the RFQ only by an RFQ identifier (pseudonym, col. 8, ll. 51-57, and col. 13, l. 61 – col. 14, l. 29), for the purpose of permitting the customer to disguise their identity (col. 13, ll. 62-67).

Consequently, it would have been obvious to one of ordinary skill in the art at the time the invention was made to modify the method of Allibhoy and Schena to include the subscriber is identified to vendors at the time of submission of the RFQ only by an RFQ identifier, as taught by Sirbu, for the purpose of permitting the customer to disguise their identity in a method of obtaining quotes.

6. **Claims 10, 21, and 34** are rejected under 35 U.S.C. 103(a) as being unpatentable over Allibhoy and Schena as applied to claims 7 and 19 above, and further in view of Giovannoli (of record).

Regarding **claims 10 and 34**, Allibhoy and Schena together disclose the method according to claims 7 and 29, but fail to disclose the submitting is carried out by navigating a hierarchal menu system to identify a product or service required, and submitting the RFQ from the menu system.

In an analogous art, Giovannoli discloses a quotation system wherein submitting a request for quote is carried out by navigating a hierarchal menu system to identify a product or service required, and

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submitting the RFQ from the menu system (col. 4, ll. 10-20), for the purpose of facilitating user selection of a RFQ (col. 4, ll. 10-20).

Accordingly, it would have been obvious to one of ordinary skill in the art at the time the invention was made to modify the method of Allibhoy and Schena to include the submitting is carried out by navigating a hierarchal menu system to identify a product or service required, and submitting the RFQ from the menu system, as taught by Giovannoli, for the purpose of facilitating user selection of a RFQ.

Regarding **claim 21**, Allibhoy and Schena together disclose the method according to claim 19, but fail to disclose filtering advertisements out for vendors selected by the subscriber.

In an analogous art, Giovannoli discloses filtering advertisements out for vendors selected by the subscriber (col. 6, ll. 51-59), for the purpose of providing a user with notification of a sale on a particular product (col. 6, ll. 5-59).

Consequently, it would have been obvious to one of ordinary skill in the art at the time the invention was made to modify the system of Allibhoy and Schena to include filtering advertisements out for vendors selected by the subscriber, as taught by Giovannoli, for the purpose of providing a user with notification of a sale on a particular product in a method for registering a product.

7. **Claim 11** rejected under 35 U.S.C. 103(a) as being unpatentable over Allibhoy, Schena, and Giovannoli as applied to claim 10 above, and further in view of Perkowski (of record).

Regarding **claim 11**, Allibhoy, Schena, and Giovannoli together disclose the method according to claim 10, wherein the menu system comprises selections for obtaining quotes and obtaining information (where obtaining a quote constitutes obtaining information) the menu comprises a selection for registering products.

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In an analogous art, Perkowski discloses selections for registering products (product registration button, 21C, fig. 3C, col. 27, ll. 42-45 and 57-64), for the purpose of enabling products to be electronically linked (via registration in IPD database, col. 27, ll. 57-64) with advertisements, product specs, updates, distributors, warranty/servicing, and incentives (col. 6, ll. 37-59), and that such information is made available for graphic display to users (col. 6, ll. 57-59).

Consequently, it would have been obvious to one of ordinary skill in the art at the time the invention was made to modify the system of Allibhoy, Schena, and Giovannoli to include selections for registering products, as taught by Perkowski, for the purpose of enabling products to be electronically linked with advertisements, product specs, updates, distributors, warranty/servicing, and incentives, and that such information is made available for graphic display to users.

8. **Claims 26-28** are rejected under 35 U.S.C. 103(a) as being unpatentable over Allibhoy and Schena as applied to claim 19 above, and further in view of Hayashi (of record).

Regarding **claims 26 and 28**, Allibhoy and Schena together disclose the method according to claim 19, wherein the submitting of the product registration is carried out by scanning a product code with a bar code reader associated with the set-top box (Schena, col. 3, ll. 57-63), but fail to disclose navigating a hierarchal menu system to identify a type of product to be registered, and entering product detail.

In an analogous art, Hayashi discloses in a product registration system, navigating a hierarchal menu system to identify a type of product to be registered and entering product detail (col. 21, ll. 14-15, see figs. 25-35). Such menu systems provide a convenient, easy to use interface for performing data entry.

Accordingly, it would have been obvious to one of ordinary skill in the art at the time the invention was made to modify the system of Allibhoy and Schena to include navigating a hierarchal menu system to identify a type of product to be registered, and entering product detail as taught by Hayashi, for

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the purpose of providing a convenient, easy to use interface for performing data entry in a method for registering a product.

Regarding claim 27, Allibhoy, Schena, and Hayashi together disclose the method according to claim 26, wherein the product detail is entered by scanning a product code with a bar code reader associated with the set-top box (Schena, col. 3, ll. 57-63).

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Any inquiry concerning this communication or earlier communications from the examiner should be directed to Christopher M. Lambrecht whose telephone number is (571) 272-7297. The examiner can normally be reached on 9:30 AM - 6:00 PM.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Christopher Grant can be reached on (571) 272-7294. The fax phone number for the organization where this application or proceeding is assigned is 703-872-9306.

Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see <http://pair-direct.uspto.gov>. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free).

Christopher M Lambrecht
Examiner
Art Unit 2611

CML


HAI TRAN
PRIMARY EXAMINER